Left to his own devices he couldn’t build a toaster. He could just about make a sandwich and that was it.

Douglas Adams, 'Mostly Harmless', 1992
Professor Cilliers: So, this toaster thing. In toaster terms, I have lived through several generations of toasters. The first toaster we had in my house, had little doors that opened up - and when you opened the door the bread turned itself. Do you remember those?

Me: Um, not really no.

The reason I ask is that one of these toasters would be much simpler to do than a modern toaster. I assume it's not going to pop up right?

I would quite like to try and make it pop up.

Bloody hell.

I was even thinking, well at some point somebody made a transistor or resistor or capacitor or something, so it must be possible to make these things yourself.

You're going to plug it in and you want it to work? So are you going to make the cable or...?

[I nod my head]

Really, right, well. How much time have you got?

Until the degree show next summer.

I see.

So, why a toaster?

Well, I guess because they break all the time. [This was not a brilliant answer. I knew it, and Jan clearly expected more of an answer to a question quite fundamental to the project. At a loss, I played the artist card...]

And well you know, a toaster just feels right. [Oh dear. A toaster feels right.]
Me: Hi Robert, my name’s Thomas Thwaites, I’m a student at the Royal College of Art in London.

Hello.

I’m calling because I’m undertaking this project and I was hoping BP might be interested in getting involved. You see I’m trying to make a toaster.

Err. Right.

The thing is I’m making it from scratch. That is starting from raw materials. So before Christmas I went to an iron mine, and got some iron ore. I smelted it and now I’m forming it into the bars of the grill to make a toaster.

I see. And where exactly does BP fit in to this?

Well the casing of a toaster is plastic, and so is the moulding of the plug, and the insulation of the power cord. And plastic comes from oil right?

Err yes.
Horticulture in this area is subject to genetic surveillance

The cultivation of unlicensed genetically engineered plants is a serious offence.

DO NOT TAKE THE RISK
Consumers spend up to a fifth more when unhindered by notes and coins.
“Happiness through fiscal health”
Prescription

By (Consultant):  For (Patient):

Purchases of snack food items:
Time locked for 10 minutes.

Purchases of consumer electronic equipment:
REFFERAL REQUIRED

Alcoholic Refreshments:
No more than 3 monetary units [occasional overrides allowable, weekends only]

Travel to rural waterfront areas [non-international]:
NO LESS than 5% income

Attendance at cultural events etc:
NO LESS than 5% income

☐ I have agreed the above fiscal measures with my fiscal health worker.

☐ I understand that any unused funds allocated to specific activities will be lost.

☐ I authorise my fiscal health worker to enact the above measures with immediate effect for a period of 4 months after which they will be reviewed.

Signed:

NOW TOUCH YOUR WALLET TO THE PAYMARK